

MEMORANDUM From I.B.S.R. Office

507 Fifth Avenue

9/13/41

INSTRUCTIONS to BUSINESS MANAGER Re: CAMELS "CAMPUS CARAVAN"

1. A program entitled Camels "Campus Caravan" sponsored by Camel Cigarettes has been approved for your station. Commencement date September 22, 1941. Expiration date January 15, 1942.
2. The broadcasts are to consist of three fifteen minute weekly periods of latest popular recorded hit tunes with the exception of Kay Kyser, Glenn Miller and Fred Waring. Records are to be supplied by the station.
3. Two commercials will be submitted by William Esty & Company, Inc. for each broadcast. Announcements of musical numbers will be supplied by the station. In announcing musical numbers as many mentionings of Camels as possible should be made, for example -- Camels bring you a new number -- "Beat me Daddy, etc."
4. Insert the first commercial after the first musical number. Put in the second commercial before the last musical number. Opening and closing announcements will be supplied by the agency. Under no circumstances is any change to be made in a commercial.
5. At the end of each week send two copies of the master script (includes entire program as broadcast) of each show to I.B.S.R. office.
6. Do not gag on other cigarette brands or use their slogans. Camel should not be referred to as an animal.
7. Affidavits of performance must be sent to I.B.S.R. office monthly. I.B.S.R. office will supply stations with these forms. The I.B.S.R. office will handle all billing. Stations will receive checks monthly.
8. Please send to I.B.S.R. office name of man who is handling this account for your station. That man will be directly responsible to this office for the Camel account. His job will be to organize the campus campaign.
9. In connection with the Camel campaign, a sales survey should be conducted with at least three stores on or near the campus. Survey details will be sent within a few days.
10. Ascap and BMI are being contacted by IBS for release on their music for IBS member stations.
11. All publicity good or bad should on the Camel campaign be sent to the I.B.S.R. office.
12. The stations for which satisfactory sales results are demonstrated will be considered for renewal of contract.
13. All correspondence from I.B.S.R. office with regard to contracts should be answered by return mail.
14. The three copies of the enclosed contract should be signed, the original may be kept by the station, and the two carbon copies are to be returned to the I.B.S.R. offices, so that the contract can be completed with the sponsor.



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